

What is claimed is:

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1. A system for marketing goods and services over the Internet comprising:
 - a computer capable of accessing the Internet;
 - a computer system capable of being accessed by the computer over the Internet, the computer system for providing a plurality of screens to the computer once the computer accesses the computer system with such screen providing information relating to products or services being offered for sale by the computer system and a phone number for contacting a representative of the computer system;
 - a telephone connection between a user of the computer and a representative of the computer system, a user and a representative being able to talk to each other during the providing of the screens; and
 - the computer system further comprising means for controlling operation of the computer once the telephone connection has been established.
 2. The system of claim 1 wherein the controlling means comprises a software program capable of conferencing the computer and the computer system together.
 3. The system of claim 1 wherein the computer system comprises a software program for generating a quote based upon discussed or displayed information.
 4. The system of claim 1 wherein the computer system comprises a computer having a display, the display for selecting which of the screens will be presented to the computer accessing the Internet.
 5. The system of claim 1 wherein the telephone connection is a wireless connection.
 6. The system of claim 1 wherein the computer is a hand held computer.
 7. The system of claim 1 wherein a representative is capable of inputting information to be displayed on the computer capable of accessing the Internet.

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8. The system of claim 1 wherein the computer system further comprises a computer having a display, the display having a first window which is representative of a screen being provided to the computer and a second window containing other information.

9. A system for marketing goods and services over the Internet comprising:

a customer computer capable of accessing the Internet, the customer computer comprising a display;

a customer telephone;

a vendor computer system capable of being accessed by the customer computer over the Internet, the vendor computer system for providing a series of screens to the customer computer once the customer computer accesses the vendor computer system with such screens providing information relating to products or services being offered for sale by the vendor computer system and a phone number for contacting a representative of the vendor computer system;

a vendor telephone;

a telephone connection between the customer telephone and the vendor telephone, a customer and a representative being able to talk to each other during the providing of the screens; and

the vendor computer system further comprising means for controlling operation of the customer computer once the telephone connection has been established.

10. The system of claim 9 wherein the controlling means comprises a software program capable of conferencing the customer computer and the vendor computer system together.

11. The system of claim 9 wherein the vendor computer system comprises a software program for generating a quote based upon discussed or displayed information.

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12. The system of claim 9 wherein the vendor computer system comprises a computer having a display, the display for selecting which of the screens will be presented to the customer computer.

13. The system of claim 9 wherein the telephone connection is a wireless connection.

14. The system of claim 9 wherein the customer computer is a hand held computer.

15. The system of claim 9 wherein the customer computer is a wireless hand held computer.

16. The system of claim 9 wherein a representative is capable of inputting information to be displayed on the customer computer.

17. The system of claim 9 wherein the vendor computer system further comprises a computer having a display, the display having a first window which is representative of a screen being provided to the customer computer and a second window containing other information.

18. A method of marketing goods and services over the Internet comprising the steps of providing a website of a vendor over the Internet, allowing a customer to access the website to view screens relating to goods and services being offered by the vendor, displaying a phone number for a customer to call to obtain further information relating to goods or services being offered by the vendor, connecting a telephone call between the customer and a representative of the vendor, and conferencing the customer and the representative together for the representative to control the operation of the screens which are presented to the customer.

19. The method of claim 18 further comprising the step of a representative inputting information to be presented to a customer.

20. The method of claim 18 further comprising the step of finalizing a purchase of goods or services.